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### INForm Us

1. Have you sent a letter to the editor of a women's magazine in the past 6 months sharing your concern about their tobacco advertisements?

Yes

No

No, but I intend to within the next month

2. Have you or someone you know canceled your subscription or stopped buying a particular magazine because of their tobacco marketing in the past 6 months?

Yes

No

No, but I intend to within the next month

3. Do you work in a tobacco-free environment?

### This Month's Call to Action

**Establish policies in your worksite, community center, health care facility, or faith-based organization that protect everyone from secondhand smoke.**



Indiana is making progress in adopting local smoke free air laws with more than 23 smoke free ordinances currently in place. More than one-third of our

Hoosier population is protected by such laws. But many Hoosiers are still at risk and we need your help. Women leaders have the power to change the policies where they live and work.

Nearly 600 people attended the third annual INShape Indiana Health Summit on

Yes

No

I do not currently work outside of the home.

4. Are you planning an INFLuence event in your community?

Yes (please provide details below)

No

5. Comments

If you do not receive a confirmation page after clicking submit, please click [here](#).

October 15, 2007 at Purdue University in West Lafayette. "Live Healthy, Work Healthy," this year's theme, focused on workplace wellness and health management programs as business strategies. The Indiana State Department of Health announced a certified wellness program that Indiana small businesses may use to qualify for a new tax credit. This tax credit seeks to recognize those businesses that are working to improve Indiana's health status by providing wellness opportunities for their employees. **If you are a small business owner and are interested in improving the health of your employees, please [click here for more information](#).** For more information about the INShape Indiana Health Summit go to [www.inshape.in.gov](http://www.inshape.in.gov).

Talk to local school administrators, the leaders of your faith-based organizations, and staff at community centers about implementing tobacco free policies. Share the INFLuence message and materials with them and encourage them to be a part of the solution that will improve the health of all Hoosiers. Contact your local tobacco coalition for specific resources that can help in this effort. [Click here to get connected with your county coalition.](#)

If each woman of INFLuence makes it a priority to work towards tobacco free policies in at least one setting, we will ensure that far more Hoosiers are able to live a life free of second-hand smoke.

## Local Action

Communities all across Indiana are answering the call to action by hosting their own INFLuence Women's Health Forums. Below are some of the local forums being held to further educate women about the dangers associated with tobacco marketing to young women:

June 14, 2007: Tippecanoe County, Purdue Memorial Union

September 27, 2007: LaPorte County, Purdue North Central

November 13, 2007 12pm: Fulton and Kosciusko Counties, Manitou Banquet Hall

November 14, 2007 10am: Madison County, Anderson Country Club



November 20, 2007 7pm: Monroe County, Wegmiller Auditorium, Bloomington Hospital

December 1, 2007 2pm: Elkhart County, Concord Junior High School

December 11, 2007 5pm: Delaware County, Ball State University Alumni Center

If you are hosting a local INFLuence forum, please go to [www.influence.in.gov](http://www.influence.in.gov) to register your event.

## Did You Know?

- **33 Indiana municipalities have a local smokefree air workplace law that impacts 40% of Indiana's citizens.**
- **112 Indiana hospitals and health care facilities have 100% smoke-free grounds.**
- **On January 1, 2008, the buildings and grounds at the Indianapolis International Airport will become 100% smokefree.**

Log onto [www.itpc.in.gov](http://www.itpc.in.gov) and click on policies for more information on the status of smokefree laws in your community.

## Use Your INfluence

Whether or not you attended the first INfluence Women's Health Forum on April 18, 2007, you have expressed dedication to improving the health of Hoosier women. This monthly e-newsletter will provide you with tools and resources to carry out the Top Nine strategies for fighting back against tobacco marketing. Indiana State Health Commissioner Judy Monroe, M. D. presented these strategies at the Forum and issued a call to action to women of influence to act in their own communities (see below for the complete Top Nine list).

Through the INfluence initiative, you have access to:

- This monthly e-newsletter with specific ideas and resources for how to implement one of the Top Nine strategies each month;
- A Web site ([www.INfluence.in.gov](http://www.INfluence.in.gov)) to access additional information about the INfluence movement and what others are doing around the state;
- A toolkit (downloadable from the INfluence Web site) on how to plan an INfluence event in your community, which includes planning steps, sample event materials, evaluation form, etc.

Thank you for your dedication to improving the health of Hoosier women and using your influence to make a positive impact.



**INfluence Women's Health Forum  
April 18, 2007  
Indiana Historical Society  
Indianapolis, IN**

### Top Nine List

Now that you are armed with knowledge about women and tobacco, here is a list of nine actions you can take to make a difference in the health of Hoosier women:

1. Encourage your family, friends, and colleagues to quit smoking as a result of the July 1, 2007 cigarette tax increase.
2. Write a letter to the editor of women's magazines that are running tobacco ads.
3. Support passage of legislation to give the FDA authority to regulate tobacco.
4. Promote the Indiana Tobacco Quit Line: 1-800-QUIT-NOW (784-8669).
5. Empower youth to fight back against the tobacco industry and encourage them to get involved at [www.Voice.tv](http://www.Voice.tv).
6. Give your business to restaurants and bars that are smoke-free, and actively support local smoke-free air laws in all workplaces.
7. **Establish policies in your worksite, community center, health care facility, or faith-based organization that protect everyone from secondhand smoke.**
8. If you are an employer, provide incentives to employees who don't smoke or quit smoking, and offer cessation resources.
9. Contact nine women you know, share the information you learned at the forum and from the PowerPoint presentation, and ask them to complete the Top Nine List as well!

*"When it comes to the effects of tobacco, it is a black and white issue. The science is well established, and we know that tobacco products kill. Evidence-based research has told us what strategies work to reduce tobacco use,*

*but we must remember that execution trumps strategy. As your state health commissioner, I ask that you make a personal commitment to use the talent and influence you possess to positively impact the health of future generations."*

For a Healthier Tomorrow,

Judy Monroe, M.D.  
State Health Commissioner



*Office of Women's Health*  
Indiana State Department of Health



INDIANA TOBACCO QUITLINE

**1-800-QUIT-NOW**

WE'LL SHOW YOU HOW



Governor Mitch Daniels'  
**SHAPE INDIANA**



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